

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk dan *Electronic Word of Mouth* terhadap pembelian ulang (survei pada pelanggan Kinokimi Coffee Bandung) secara simultan maupun parsial. Metode yang digunakan merupakan metode penelitian deskriptif serta verifikatif dengan jumlah sampel sebanyak 96 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif yang signifikan antara Kualitas Produk dan *Electronic Word of Mouth* terhadap pembelian ulang. Besarnya pengaruh kualitas produk dan *E-WOM* terhadap pembelian ulang secara simultan bersama-sama sebesar 65,6% terhadap pembelian ulang Kinokimi Coffee Bandung. Sedangkan secara parsial besarnya pengaruh kualitas produk dan *E-WOM* memiliki pengaruh sebesar 46,8% dan 18,8% terhadap pembelian ulang Kinokimi Coffee Bandung. Sehingga dapat disimpulkan bahwa kualitas produk memberikan pengaruh paling besar terhadap pembelian ulang.

Kata Kunci: Kualitas Produk, *Electronic Word of Mouth*, dan Pembelian Ulang

ABSTRACT

This study aims to find out the effect of product quality and electronic word of mouth on customer purchase decision (survey on Kinokimi Coffee's customer Bandung) simultaneously and partially. The research method that being used in this research is descriptive and verification methods with a total sample of 96 respondents. Research instruments testing are using validity and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation, and coefficient of determination.

The result of this research showed that there was positive yet significant effect between the product quality and electronic word of mouth on customer's purchase decision. The magnitude of product quality and electronic word of mouth effect both simultaneously on Kinokimi Coffee customer's purchase decision is 65.6%. On the other hand, partially the influence of product quality and electronic word of mouth are 46,8% and 18,8% on Kinokimi Coffee customer's purchase decision. Based on the data, we can conclude that product quality has the greatest influence on purchasing decision.

Keywords: Product Quality, Electronic Word of Mouth, and Purchase Decision